MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017 / 2018 SESSION

DBS5048 – PRINCIPLES OR MARKETING

(All sections / Groups)

26 OCTOBER 2017
9.00AM – 11.00AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **EIGHT (8)** pages with **THREE (3)** sections.
2. Answer **ALL** questions.
3. For sections A and B, shade your answers in the OMR sheet provided.
4. For section B, shade "**A**" for **TRUE** statement and shade "**B**" for **FALSE** statement.
5. For section C, write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (each question carries 1.5 marks).

1. Family is one of the _____ factors that influence consumer behavior.

   A) regional
   B) social
   C) personal
   D) psychological

2. New product development starts with _____.

   A) concept development
   B) idea screening
   C) idea generation
   D) concept testing

3. Which of the following best determined the decline stage of product development?

   A) Rapid market acceptance.
   B) Slow sales growth.
   C) Sales and profits decline.
   D) Increasing profits.

4. Increasing substitute products in the marketplace are in the _____ stage of the product life cycle.

   A) incubation
   B) laggard
   C) maturity
   D) introduction

5. _____ refers to the amount of money charged for a product or service.

   A) Value
   B) Cost
   C) Price
   D) Wage

Continued...

6. Retailers such as Mydin and Tesco charge a constant, daily low price with few or no temporary price discounts. This is an example of _____ pricing.

   A) competition-based
   B) everyday low
   C) cost-plus
   D) break-even

7. A new business who faced challenge in price setting may choose any two broad strategies: market-penetration pricing or _____ pricing.

   A) comparative
   B) competitive
   C) market-skimming
   D) market-segmentation

8. A(n) _____ is a straight reduction in price for specific period of time or in a larger quantity purchasing.

   A) allowance
   B) free sample
   C) discount
   D) tax credit

9. The sets of firms that supply companies with the raw materials, components, parts, information, finances, and expertise needed to create products or services are known as _____.

   A) retailers
   B) upstream partners
   C) distributors
   D) downstream partners

10. When McDonald's offers its products inside of a Tesco store, it is using a(n) _____.

    A) conventional marketing system
    B) corporate VMS
    C) contractual VMS
    D) horizontal marketing system

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11. Popular bookstore start to deliver the books directly to customers through mail instead of selling through brick-and-mortar companies. This is an example of _____.

A) indirect marketing
B) disintermediation
C) franchising
D) exclusive distribution

12. What kind of product required a company use an exclusive distribution strategy?

A) Luxury cars.
B) Newspapers.
C) Chewing gum.
D) Dairy products.

13. Which of the following is **NOT** a major logistics function?

A) Inventory management.
B) Product designing.
C) Warehousing.
D) Transportation.

14. Dell's advertising agency assembles words and illustrations into an advertisement that conveys the company's intended brand message. In the context of the communication, which of the following process done by Dell's.

A) Messaging.
B) Decoding.
C) Sending.
D) Encoding.

15. A message showing a product's quality, economy, value, or performance is an example of a(n) _____ appeal.

A) structural
B) rational
C) emotional
D) moral

Continued...

16. A charitable trust's appeal which states, "While you are trying to figure out what to get the man who has everything, don't forget the man who has nothing" is an example of a(n) _____ appeal.

A) structural
B) awareness
C) rational
D) moral

17. When P&G developed the Mr. Clean Magic Eraser, the company needed to explain how the product cleans grime from walls without removing paint. What type of campaign suitably used by P&G to describe the Mr. Clean Magic Eraser?

A) Informative advertising.
B) Persuasive advertising.
C) Reminder advertising.
D) Developmental advertising.

18. Which of the following is a newer medium used by advertisers to reach consumers directly?

A) Smartphone.
B) Magazines.
C) Newspapers.
D) Billboards.

19. One of the function performed by a PR department is _____, which involves building and maintaining relations with legislators and government officials to influence legislation and regulation.

A) direct marketing
B) press relations management
C) investor relations management
D) lobbying

20. Which of the following is a major tool used by PR professionals?

A) Standardized global advertising.
B) Market penetration.
C) News.
D) Bait-and-switch strategy.

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21. Logos, uniforms, brochures, and company trucks is an examples of _____ materials that can be used to help a company create a visual image which the public can immediately recognize.

A) direct marketing
B) social marketing
C) public service
D) corporate identity

22. In the _____, each salesperson is assigned to an exclusive geographic area and sells the company's full line of products or services to all customers in that region.

A) territorial sales force structure
B) digital marketing system
C) product sales force structure
D) geographical operations system

23. In the _____ stage of the selling process, a company first identifies qualified potential customers.

A) preapproach
B) follow-up
C) prospecting
D) presentation

24. Meow Food is a large pet food company that has convinced the retailers and the wholesalers of the Malacca area to resell its products. Meow Pet promises to refund the advertising costs to its retailers and wholesalers for advertising its products. This is an example of a _____.

A) trade promotion
B) point-of-purchase promotion
C) sweepstake
D) price pack

25. Fifty percent of the market is in the hands of Company A, 30 percent is in the hands of Company B, 15 percent is in the hands of Company C, and the remaining 5 percent is in the hands of Company D. Based on these hypothetical numbers, Company B is the market _____.

A) leader
B) challenger
C) follower
D) nicher

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26. Which of the following is the best action for a company who forced with to competitive threats?

A) Continuous innovation.
B) Surrender to the competitor.
C) Exit from the market.
D) Divestment.

27. The BodyShop is a manufacturer of skin care products, produced plant-based materials for its cosmetic products. It supports several environmental protection movements and defending human rights. This is an example of a _____ concept.

A) consumer business.
B) strategic planning.
C) consumerism.
D) sustainable marketing.

28. Which of the following is one of the social costs associated with cars?

A) Traffic congestion
B) Water pollution
C) New highways
D) New automobile models

29. Environmentalists assert that the marketing system's goal should be to maximize _____.

A) sales and profits
B) consumer satisfaction
C) life quality
D) consumer choice

30. Examples of pleasing products include _____.

A) cigarettes and junk food
B) dental services and medications
C) seat belts and air bags
D) fruits and vegetables

[TOTAL 45 MARKS]

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SECTION B: TRUE/FALSE QUESTIONS (each question carries 1 mark).
Answers for this section should be shaded on the OMR form.
Shade "A" for the TRUE statement and "B" for the FALSE statement.

31. A brand personality is the specific mix of human traits that may be attributed to a particular brand.

32. Informative ads are used primarily in the growth stage of the product life cycle.

33. Sales promotion consists of long-term incentives to encourage the purchase of a product or service.

34. The management strategy of environmental sustainability focuses on developing ways to sustain the environment while also producing profits.

35. Blackmore is a relatively new food supplement that provides both high immediate satisfaction and high long-run benefits, such as improved energy levels and muscle tone. Blackmore is best classified as a pleasing product.

[TOTAL 5 MARKS]

SECTION C: STRUCTURED QUESTIONS

QUESTION 1

The major marketing mix tools are classified into four broad groups, called four Ps of marketing. List and discuss the **FOUR (4)** marketing mix tools. (6 marks)

QUESTION 2

Identify any **SIX (6)** price adjustment strategies. (9 marks)

QUESTION 3

State and explain **FIVE (5)** promotion mix tools for communicating customer value. Provide an example for each tool. (15 marks)

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QUESTION 4

(a) To attract good salespeople, a company must have an appealing compensation plan. State **FOUR (4)** salesperson's compensation elements. Provide an example for each element. (8 marks)

(b) Identify any **FIVE (5)** traits of top sales executives. (7.5 marks)

QUESTION 5

> Michael Treacy and Fred Wiersema suggest companies can gain leadership positions by delivering superior value to their customers in three strategies or "value disciplines."

Statement 1

Refer to the statement 1 above, identify the **THREE (3)** value disciplines strategies. (4.5 marks)

[TOTAL 50 MARKS]

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